

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application.

1. (Currently Amended) A computer-implemented method for distributing targeted content to a content consumption device and rendering the targeted content, wherein the rendering of the targeted content occurs during rendering of preferred content, the method comprising:

detecting an action performed on [[a]] the content consumption device during rendering of the preferred content that makes available a channel of the device by performance of the action;

modifying the rendering of the preferred content and the available channel based upon the detected action;

selecting targeted content to be played on the device on the available channel based on an automated algorithm that selects the targeted content to be played from a repository of targeted content; and

playing the selected targeted content on the device on the available channel simultaneously with the preferred content.

2. (Currently Amended) The method of claim 1, wherein the selected targeted content includes advertising content.

3. (Original) The method of claim 2, further comprising providing a benefit to a user of the device in exchange for playing the advertising content.

4. (Original) The method of claim 1, wherein the detecting step includes determining when user preferred content is not being played by the device.
5. (Original) The method of claim 1, wherein the detecting step includes determining one of an available channel and unused channel on the device.
6. (Original) The method of claim 1, wherein the channel comprises one of an audio channel and a video channel of the device.
7. (Currently Amended) The method of claim 1, wherein the selected targeted content comprises one of analog and digital content.
8. (Original) The method of claim 1, wherein the content consumption device comprises one of a personal video recorder device, and a DVD device.
9. (Currently Amended) The method of claim 1, wherein the detected action includes one of selection or initiation of a screen saver mode on the device, stopping playing of preferred content on the device, pausing playing of preferred content on the device, fast forwarding playing of preferred content on the device, rewinding playing of preferred content on the device, skipping of a commercial playing on the device, playing of a slide show on the device, muting playing of preferred content on the device, and entering a radio mode on the device.
10. (Currently Amended) The method of claim 1, wherein the selected targeted content includes one of a video, a cartoon, [[a]] an audio file, and a personal message.

11. (Currently Amended) The method of claim 1, further comprising:
determining a preference of a user of the device, and including at least one of a shopping preference, a show preference, a purchase history, a music preference, and a video preference; and

populating a targeted content repository based upon at least one of the user preference and the detected action.

12. (Currently Amended) The method of claim 11, further comprising playing the selected ~~content, comprising~~ targeted content[[,]] based on the determined user preference.

13. (Currently Amended) The method of claim 1, further comprising playing the selected targeted content during a time period of at least one of before a broadcast, after a broadcast, during a break in a broadcast, during pausing of a broadcast, and during an intermission of a broadcast.

14. (Currently Amended) The method of claim 1, further comprising providing software code in the device for causing playing of the selected targeted content.

15. (Currently Amended) The method of claim 1, further comprising providing software code in media used by the device for causing playing of the selected targeted content.

16. (Currently Amended) The method of claim 1, further comprising transmitting a signal to the device for causing playing of the selected targeted content.

17. (Currently Amended) The method of claim 1, further comprising providing an identification of the channel for playing the selected targeted content by one of an owner, and deliverer of content to the device.

18. (Original) The method of claim 17, further comprising providing the identification in media used by the device.

19. (Original) The method of claim 17, wherein the identification is included in a broadcast to the device.

20. (Currently Amended) The method of claim 1, further comprising: not performing the step of playing the selected targeted content; and generating a message documenting the detected action.

21. (Original) The method of claim 20, wherein the detected action includes skipping of a commercial being played on the device.

22. (Currently Amended) The method of claim 1, further comprising: detecting of a timeout period during a sports event playing on the device; and playing the selected targeted content during the timeout period.

23. (Currently Amended) The method of claim 1, further comprising: detecting of an intermission period during a broadcast playing on the device; and playing the selected targeted content during the intermission period.

24. (Currently Amended) The method of claim 1, ~~further comprising:~~
~~distributing content to the content consumption device, including content that~~
wherein the selected targeted content is at least one of segmented and labeled as preferred
~~content, personalized advertisement content, and regional advertisement content.~~

25. (Currently Amended) The method of claim 1, wherein the available channel is not free, and further comprising:

playing the selected targeted content on the device on a portion of the available channel; and

playing preferred content on the device on a remaining portion of the available channel simultaneously with the selected targeted content.

26. (Currently Amended) A system for distributing targeted content to a content consumption device and rendering the targeted content, wherein the rendering of the targeted content occurs during rendering of preferred content, the system comprising:

means for detecting an action performed on a content consumption device that makes available a channel of the device by performance of the action;

means for modifying the rendering of the preferred content and the available channel based upon the detected action;

means for selecting targeted content to be played on the device on the available channel based on an automated algorithm that selects the targeted content to be played from a repository of targeted content; and

means for playing the selected targeted content on the device on the available channel simultaneously with the preferred content.

27. (Original) The system of claim 26, wherein the means for detecting, the means for selecting, and the means for playing comprise devices of a computer system.

28. (Original) The system of claim 26, wherein the means for detecting, the means for selecting, and the means for playing comprise computer-readable instructions stored on a computer-readable medium.

29. (Currently Amended) A system configured to distribute targeted content to a content consumption device, comprising:

an available channel monitoring device configured to detect an action performed on a content consumption device that makes available a channel of the content consumption device by performance of the action and modifies the rendering of the preferred content and the available channel based upon the detected action, and further configured to select targeted content to be played on the content consumption device on the available channel based on an automated algorithm that selects the targeted content to be played from a repository of targeted content; and

a rendering device configured to play the selected targeted content on the content consumption device on the available channel simultaneously with the preferred content.

30. (Currently Amended) The system of claim 29, further comprising:
a repository coupled to the available channel monitoring device and configured to store the selected targeted content including advertising content.

31. (Original) The system of claim 30, wherein the system is configured to provide a benefit to a user of the content consumption device in exchange for playing the advertising content.

32. (Original) The system of claim 29, wherein the available channel monitoring device is further configured to determine when user preferred content is not being played by the content consumption device.

33. (Original) The system of claim 29, wherein the available channel monitoring device is further configured to determine one of an available channel and unused channel on the content consumption device.

34. (Original) The system of claim 29, wherein the channel comprises one of an audio channel and a video channel of the content consumption device.

35. (Currently Amended) The system of claim 29, wherein the selected targeted content comprises one of analog and digital content.

36. (Original) The system of claim 29, wherein the content consumption device comprises one of a personal video recorder device, and a DVD device.

37. (Currently Amended) The system of claim 29, wherein the detected action includes one of selection or initiation of a screen saver mode on the content consumption device, stopping playing of preferred content on the content consumption device, pausing playing of preferred content on the content consumption device, fast forwarding playing of preferred content on the content consumption device, rewinding playing of preferred content on the content consumption device, skipping of a commercial playing on the content consumption device, playing of a slide show on the content consumption device, muting playing of preferred content on the content consumption device, and entering a radio mode on the content consumption device.

38. (Currently Amended) The system of claim 29, wherein the selected targeted content includes one of a video, a cartoon, [[a]] an audio file, and a personal message.

39. (Currently Amended) The system of claim 29, further comprising:
a user preferences monitoring device configured to determine a preference of a user of the content consumption device, and including at least one of a shopping preference, a show preference, a purchase history, a music preference, and a video preference; and

a targeted content repository populated with targeted content based upon at least one of the user preference and the detected action of the user.

40. (Currently Amended) The system of claim 39, wherein the available channel monitoring device is configured to cause the rendering device to play the selected targeted content, ~~comprising targeted content~~, based on the determined user preference.

41. (Currently Amended) The system of claim 29, wherein the available channel monitoring device is configured to cause the rendering device to play the selected targeted content during a time period of at least one of before a broadcast, after a broadcast, during a break in a broadcast, during pausing of a broadcast, and during an intermission of a broadcast.

42. (Currently Amended) The system of claim 29, wherein the content consumption device is configured to employ software code to cause the rendering device to play the selected targeted content.

43. (Currently Amended) The system of claim 29, wherein the content consumption device is configured to use software code in media used by the content consumption device to cause the rendering device to play the selected targeted content.

44. (Currently Amended) The system of claim 29, wherein the content consumption device is configured to receive a signal to cause the rendering device to play the selected targeted content.

45. (Currently Amended) The system of claim 29, wherein the content consumption device is configured to receive an identification of the channel for playing the selected targeted content by one of an owner, and deliverer of content to the content consumption device.

46. (Original) The system of claim 45, wherein the content consumption device is configured to use the identification included in media used by the content consumption device.

47. (Original) The system of claim 45, wherein the content consumption device is configured to use the identification included in a broadcast to the content consumption device.

48. (Currently Amended) The system of claim 29, wherein the content consumption device is configured to not play the selected targeted content, and further configured to generate a message documenting the detected action.

49. (Original) The system of claim 48, wherein the detected action includes skipping of a commercial being played on the content consumption device.

50. (Currently Amended) The system of claim 29, wherein the available channel monitoring device is configured to detect a timeout period during a sports event playing on the content consumption device, and further configured to play the selected targeted content during the timeout period.

51. (Currently Amended) The system of claim 29, wherein the available channel monitoring device is configured to detect an intermission period during a broadcast playing on the content consumption device, and further configured to play the selected targeted content during the intermission period.

52. (Currently Amended) The system of claim 29, wherein the content consumption device is configured to receive distributed content, including content that is at least one of segmented and labeled as ~~preferred content~~, personalized advertisement content and regional advertisement content.

53. (Currently Amended) The system of claim 29, wherein the available channel is not free, and the rendering device is configured to play the selected targeted content on a portion of the available channel, and configured to play preferred content on a remaining portion of the available channel.

54. (Currently Amended) A content consumption device, comprising:
an available channel monitoring component configured to detect an action performed on the content consumption device that makes available a channel of the device by performance of the action and modifies a rendering of preferred content and the available channel based upon the detected action, and further configured to select targeted content to be played on the device on the available channel based on an automated algorithm that selects the targeted content to be played from a repository of targeted content; and

a rendering component configured to play the selected targeted content on the device on the available channel simultaneously with the preferred content.

55. (Currently Amended) The device of claim 54, further comprising:
a repository coupled to the available channel monitoring component and
configured to store the selected targeted content including advertising content.
56. (Original) The device of claim 55, wherein the device is configured to
provide a benefit to a user of the device in exchange for playing the advertising content.
57. (Original) The device of claim 54, wherein the available channel
monitoring component is further configured to determine when user preferred content is
not being played by the device.
58. (Original) The device of claim 54, wherein the available channel
monitoring component is further configured to determine one of an available channel and
unused channel on the device.
59. (Original) The device of claim 54, wherein the channel comprises one of an
audio channel and a video channel of the device.
60. (Currently Amended) The device of claim 54, wherein the selected targeted
content comprises one of analog and digital content.
61. (Original) The device of claim 54, wherein the content consumption device
comprises one of a personal video recorder device, and a DVD device.
62. (Currently Amended) The device of claim 54, wherein the detected action
includes one of selection or initiation of a screen saver mode on the device, stopping
playing of preferred content on the device, pausing playing of preferred content on the
device, fast forwarding playing of preferred content on the device, rewinding playing of

preferred content on the device, skipping of a commercial playing on the device, playing of a slide show on the device, muting playing of preferred content on the device, and entering a radio mode on the device.

63. (Currently Amended) The device of claim 54, wherein the selected targeted content includes one of a video, a cartoon, [[a]] an audio file, and a personal message.

64. (Original) The device of claim 54, further comprising a user preferences monitoring component configured to determine a preference of a user of the device, and including at least one of a shopping preference, a show preference, a purchase history, a music preference, and a video preference.

65. (Currently Amended) The device of claim 64, wherein the available channel monitoring component is configured to cause the rendering component to play the selected targeted content, comprising targeted content, based on the determined user preference.

66. (Currently Amended) The device of claim 54, wherein the available channel monitoring component is configured to cause the rendering component to play the selected targeted content one of before a broadcast, after a broadcast, during a break in a broadcast, during pausing of a broadcast, and during an intermission of a broadcast.

67. (Currently Amended) The device of claim 54, wherein the device is configured to employ software code to cause the rendering component to play the selected targeted content.

68. (Currently Amended) The device of claim 54, wherein the device is configured to use software code in media used by the device to cause the rendering component to play the selected targeted content.

69. (Currently Amended) The device of claim 54, wherein the device is configured to receive a signal to cause the rendering component to play the selected targeted content.

70. (Currently Amended) The device of claim 54, wherein the device is configured to receive an identification of the channel for playing the selected targeted content by one of an owner, and deliverer of content to the device.

71. (Original) The device of claim 70, wherein the device is configured to use the identification included in media used by the device.

72. (Original) The device of claim 70, wherein the device is configured to use the identification included in a broadcast to the device.

73. (Currently Amended) The device of claim 54, wherein the device is configured to not play the selected targeted content, and further configured to generate a message documenting the detected action.

74. (Original) The device of claim 73, wherein the detected action includes skipping of a commercial being played on the device.

75. (Currently Amended) The device of claim 54, wherein the available channel monitoring component is configured to detect a timeout period during a sports

event playing on the device, and further configured to play the selected targeted content during the timeout period.

76. (Currently Amended) The device of claim 54, wherein the available channel monitoring component is configured to detect an intermission period during a broadcast playing on the device, and further configured to play the selected targeted content during the intermission period.

77. (Original) The device of claim 54, wherein the content consumption device is configured to receive distributed content, including content that is at least one of segmented and labeled as preferred content, personalized advertisement content, and regional advertisement content.

78. (Currently Amended) The device of claim 54, wherein the available channel is not free, and the rendering component is configured to play the selected targeted content on a portion of the available channel, and configured to play preferred content on a remaining portion of the available channel.